Study online platform

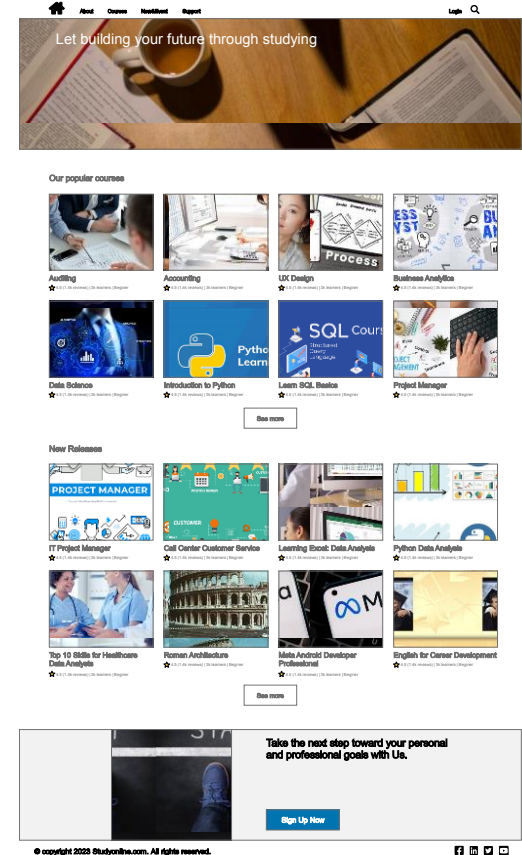Hoàng Thế Vũ

Project overview

The product:

StudyOnline.com is an online learning website platform. The goal of the website is to help users access additional courses, enhance professional knowledge, and be able to flexibly study time.

Project duration:

June 2023 to August 2023

Project overview

The problem:

Traditional learning methods (study at the center) now often have high costs, limited access to course information, and limited learning environment (location, time, document materials).

The goal:

StudyOnline.com helps students easily find the right course for their needs, flexible time, reasonable price and can study anywhere.

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Project overview

My role:

UX designer directly designed Study Online website

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

Google

User research: summary

I did user interviews, which I then turned into empathy maps to better understand my target users and their needs. I found out that many target users see online learning as a trend because they don't have much time and have difficulty moving. However, many online learning sites are overloaded and difficult to navigate, leaving many target users frustrated. This becomes a challenge for them, they feel hopeless, depressed and lose the purpose of learning.

User research: pain points

1

Navigation

The e-learning website design is not obvious, and the navigation is confusing

2

Interaction

The inability to preview the content of the course may hinder some users purchase decision.

3

Time

Users don't want to waste their time trying to find out when they can place an order.

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"I wanted to explore courses on topics my university didn't have, and I was looking forward to finding work-related skills development courses"

Goals

- Would like to find a course for improving skills in work
- Check the quality of courses introduced on social network

Frustrations

- Waste a lot of time looking for courses
- Too many courses advertise information that aren't right they actually are

Name

Age: 25
Education: Auditing
Hometown: Le Chan, Hai Phong
Family: Parents
Occupation: Auditor

Kien is a auditor, he works all day and wants to find courses to develop himself, apply knowledge in work.
He is frustrated with studying online because they advertise information that isn't true they actually are. Find the course online also make him waste a lot of time looking

Google

"With my job, I often have to travel for work and don't have time to take skills development courses for the job. It would be great if I could find online courses so I could study anywhere"

Goals

- Less cluttered navigation and layout for easier browsing
- Want to review and study the course again many times.

Frustrations

- Having trouble with online course purchase payment
- Difficult to arrange study time

Name

Age: 24
Education: Auditing
Hometown: Lam Son, Thanh
Family: Hoa
Occupation: Singles
Auditor

Phuong is Auditor, She often has trips to work and she wants to find courses online.
She was looking for a flexible online course that could be reviewed multiple times. In addition, the online learning platform is simple and easy to use

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User journey map

I created a user journey map of Phuong's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Phuong

Goal: Search and checkout for course

ACTION	Choose platform study online	Find course	Select course	Check out
TASK LIST	Tasks A. Search for website B. Choose a platform to study online desired	Tasks A. Find courses by major/catalog B. Apply filter options	Tasks A. Check information of course B. Select course, time to study	Tasks A. Add to the cart B. Choose payment method C. Add code discount D. Receive email confirmation of successful
FEELING ADJECTIVE	• Excited	• Excited/Curious	• Nervous/unsure of choice	• Confused
IMPROVEMENT OPPORTUNITIES	• Create simple platform for user easy use	• Add tool filters • Improve information architecture	• Provide additional information (rate, review, number of study)	• Show step process payment • Make a large enough button that uses accessible colors

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Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.

Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.
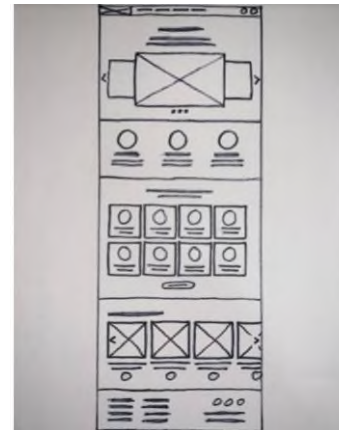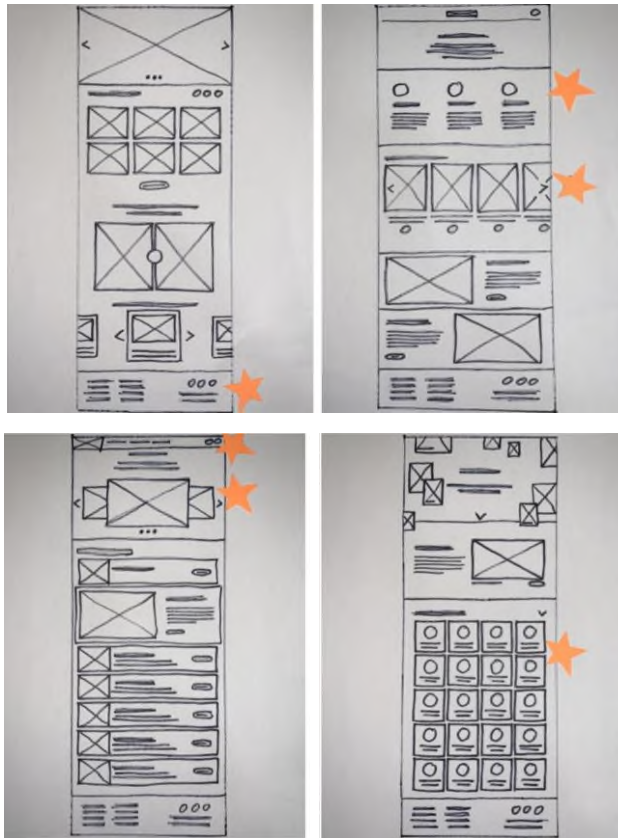
Refined paper wireframe

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.
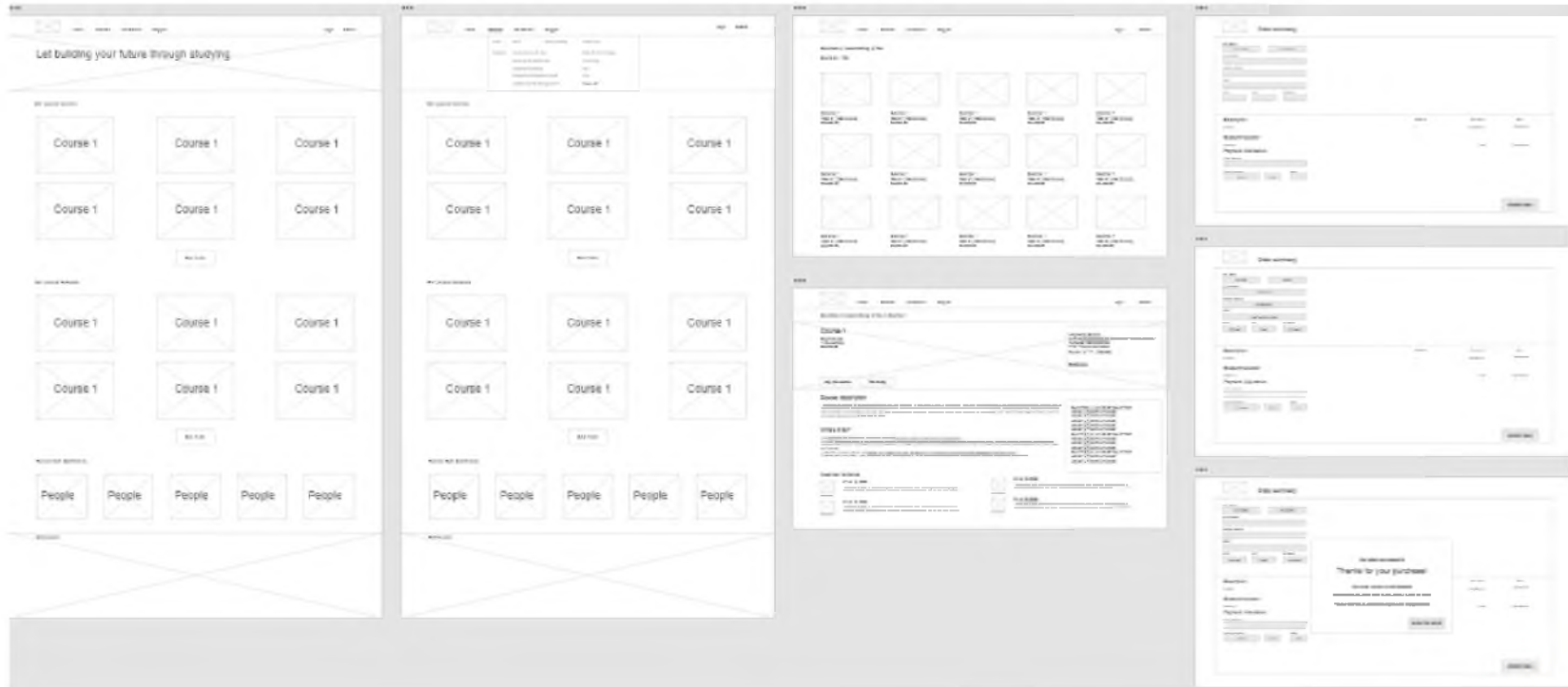
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Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.

About   Courses   New&Event   Support   Login   Search

Let building your future through studying

Our popular courses

Course 1   Course 1   Course 1

Course 1   Course 1   Course 1

Easy access to Courses

Homepage is optimized for easy browsing through the carousel of images and nav menu options

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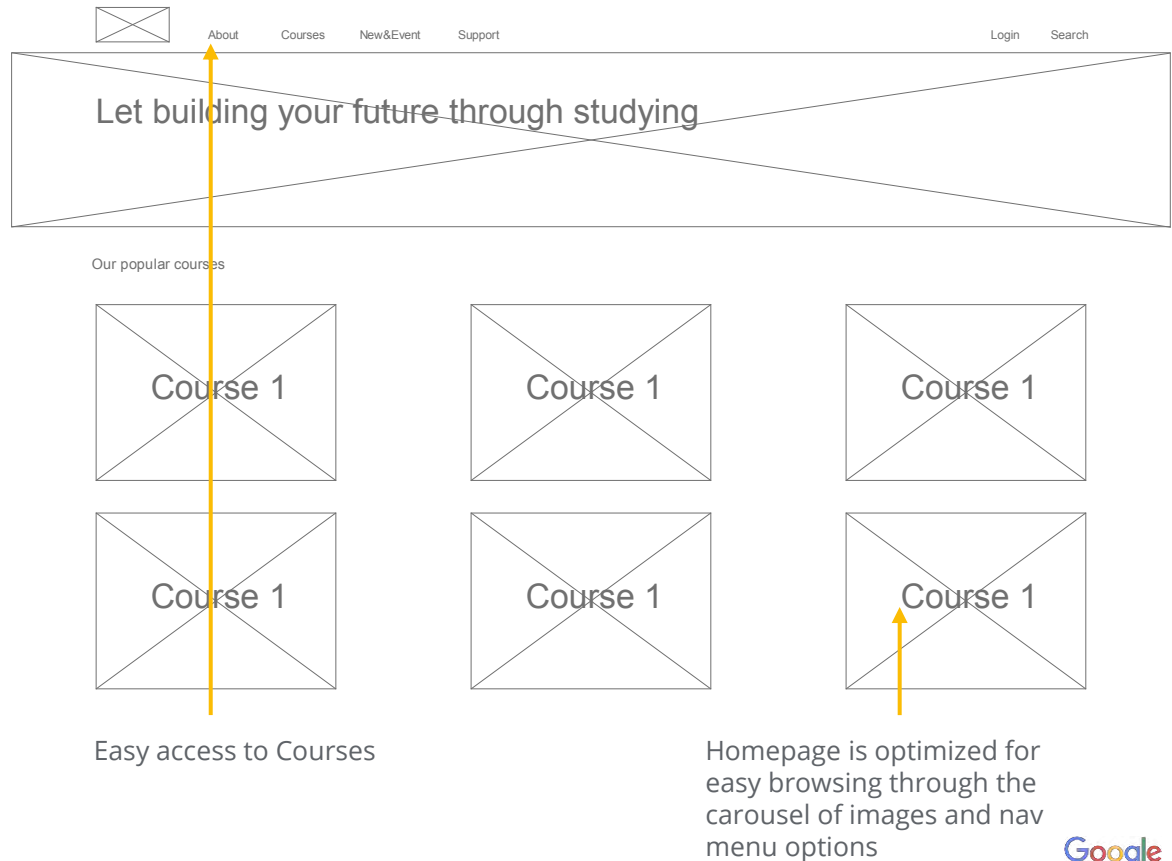
Digital wireframe
screen size variation(s)

Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.
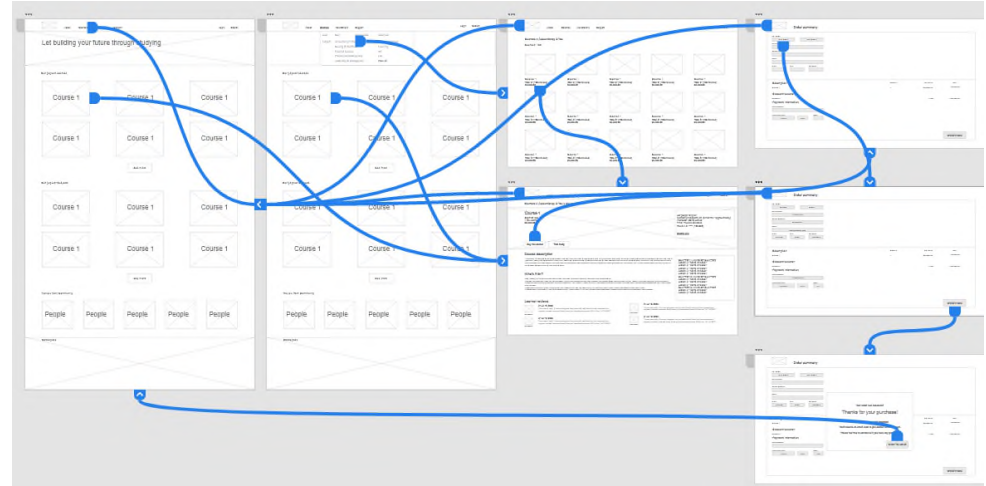
View Studyonline.com low-fidelity prototype

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

Vietnam, remote

Participants:

3 participants

Length:

20-30 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Filter Course

Users who want to filter in more detail the course that is right for them

2

Bookmark Course

Users want more functionality to mark the course they consider wanting to learn

3

Account

During the payment process, the user wants to save the previous payment information and can change it if needed

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Based on insights from usability research, I've made changes to improve the site's course search flow.

One of the changes I made was to add a filter option. This allows users to find courses in more detail
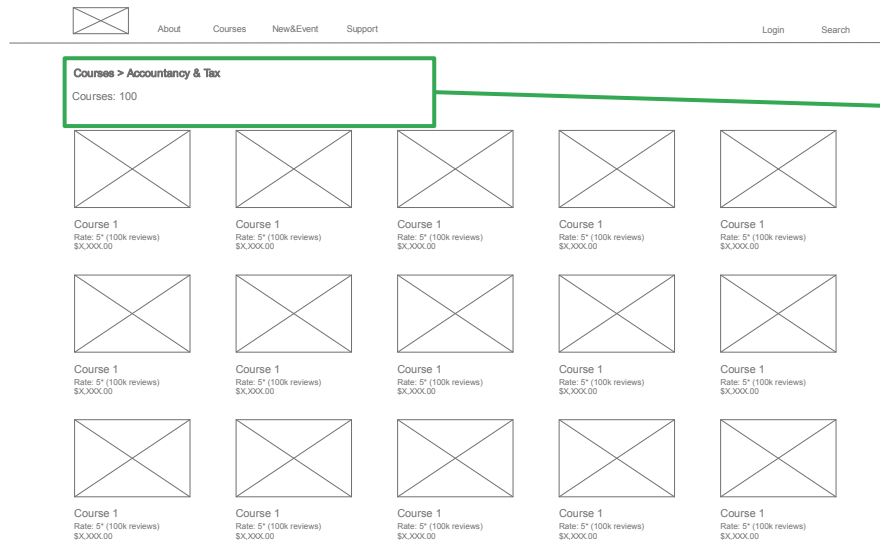
Mockups

To make the checkout process easier for users, I added a checkbox that allows users to use their previous registration information for payment. Can be changed if needed.

Before usability study

After usability study

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Mockups: Original screen size
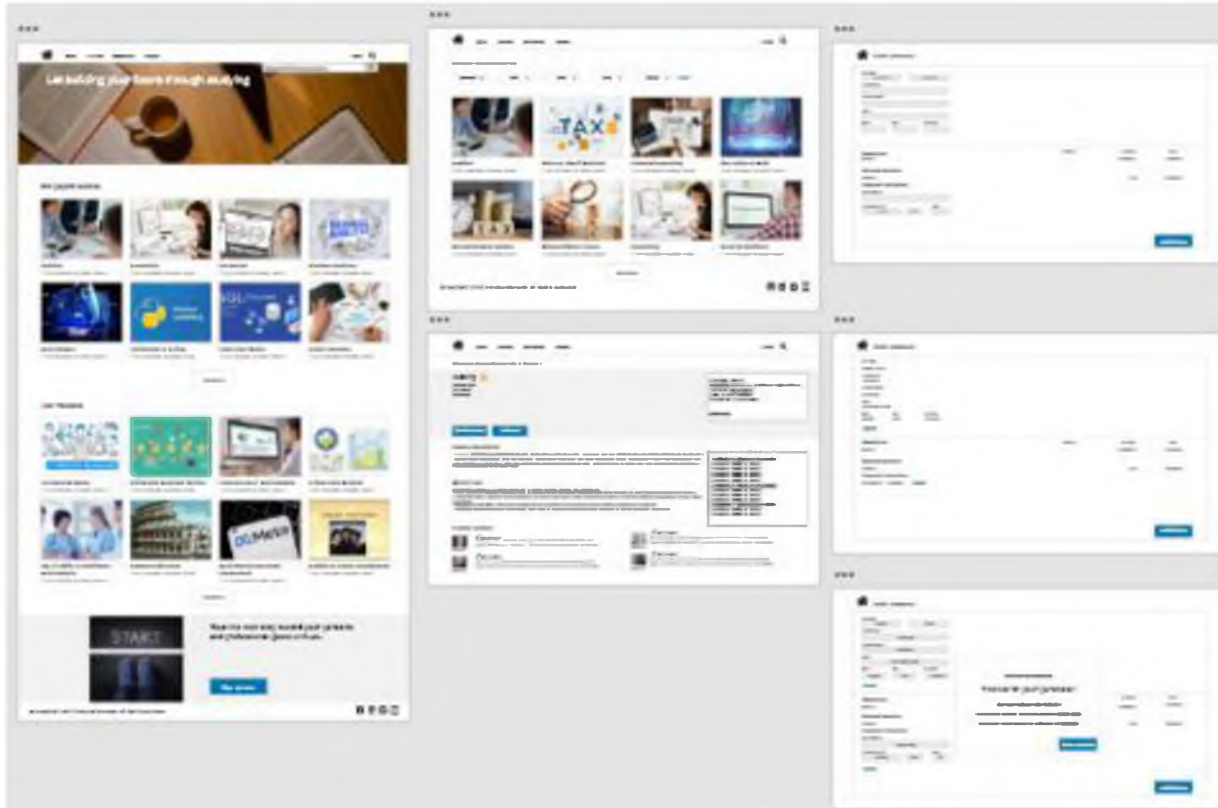
High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View the Studyonline.com [high-fidelity prototype](#)

Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.

What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up usability testing on the new website

2

Identify any additional areas of need and ideate on new features

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Let's connect!

Thank you for reviewing my work on the Tee's Shirts app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: hoangthevu0909@gmail.com

Google